STRENGTHENING OF FAMILY AGRICULTURE THROUGH AGRO-INDUSTRIALIZATION

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The family agro-industry has taken significant importance in rural areas, promoting several impacts, social, economic and environmental in the scales of family production unit, of the community and the city. Thus, the family agro-industry is acting in an attempt to ensure and demonstrate their representativeness, and importance within the overall agenda of sustainable rural development. This study has as main objective the strengthening of family agriculture association of rural farmers in the region of Alagoinhas, Bahia through industrialization of raw materials produced by associates. The technology transfer to developing products for the community will aim to industrialize fruits and vegetables, creating new products such as jams, jellies, purees, dried fruits and minimally processed foods. To ensure safe food production, that does not cause risk to consumer health, the study involves the implementation of the principles of good manufacturing practices. The main expected results are: increase in family income of associates, diversification fosters of the economy of the Alagoinhas region, recovery and preservation of cultural habits, decentralization of sources of income, stimulating social proximity, occupation and generation employment in rural areas, reducing the rural exodus, encouraging cooperatives and associations, valorisation of local specificities, preserving the environment and natural resources.